JIM COLVILLE CROP INSURANCE AGENTS SPEND TIME WHERE IT MATTERS—IN THE FIELD WITH THEIR CUSTOMERS

After implementing Intel® Core™ vPro™ processor-based computers, agents are free to focus on customers and deliver information immediately

Agents at Jim Colville Crop Insurance are in the field delivering exceptional customer service with Intel® Core™ vPro™ processor-based devices.

- Meet clients where they work—and still be able to pull up any information necessary for decisions.
- Use technology to build and assure seamless customer relationships.
- Keep data secure and easily meet compliance regulations.

In 1967, Jim JC Colville took his experience working as an insurance hail adjuster, a high school economics teacher, and a farmer, and founded Jim Colville Crop Insurance, an agency that has been protecting farmers' crops and managing risk while delivering a high level of personal service for 50 years. Just how high is the level of service agents provide? Well, they will gladly come to a farmer's home or farm to discuss insurance needs and changes—and that's saying something because the agency covers farmers in Michigan, Indiana, Illinois, Ohio, Pennsylvania, Wisconsin, Texas, California, and Florida.

But as third-generation agent and family member James Ryan Colville (Ryan) says, "No matter where you buy crop insurance, it all costs the same because it's federally subsidized. So, we compete on customer service, and we have to compete by being more technologically savvy than other providers."

That's why the agency began using Intel® Core™ vPro™ processor-based mobile devices. These 2 in 1s enable the Colville agents to be truly mobile and literally out in the field, all the while staying efficient and productive, and delivering exceptional customer service.

"Farming is different today than when my father ran the business and very different from when my grandfather founded the business. Today, farming is technology-guided. And we want to be pushing forward technologically speaking, with our farmers too. We let them know we are using technology to help them make insurance decisions, and we're in their ear as much as possible, so they know we're there," says Ryan.

Delivering superior customer service right on-site

Intel Core vPro processor-based devices let the agents at Jim Colville Crop Insurance crunch all the data that modern farmers rely on. "We gather data on planted acres and yields per acre, where the farm is located geospatially, and registered acres. We also know futures—such as the price of corn or soybeans—and we constantly get a stream of updated information. After we meet face-to-face, we provide a recommendation to the farmer as to their insurance needs for the year. For instance, we might see that futures on corn are higher and so insurance is going to be higher, and we might recommend you buy 5 percent less insurance," says Ryan.

> **"THERE ARE ONLY ABOUT 12 CROP INSURANCE COMPANIES THAT COMPETE TECHNOLOGY-WISE. MOST ARE OLD SCHOOL WITH LOTS OF PAPER, MAPS, ETC. WE'VE GOT ALL THIS INFORMATION AT OUR FINGERTIPS, RIGHT ON OUR LAPTOPS, SO WE CAN BE OUT IN THE FIELD, CALLING UP THE DATA, AND WORKING WITH THE FARMERS TO MAKE THE DECISIONS THAT ARE RIGHT FOR THEM."**

—James Ryan
Agent
Jim Colville Crop Insurance

For More Information

For more information on Vision Computer Solutions, visit **vcsolutions.com**.

For more information on Jim Colville Crop Insurance, visit **cropman.com/about-us**.

For more information on the benefits of Intel® vPro™ technology for small and midsized businesses, visit **www.intel.com/smallbusiness**.

Ryan explains how much data even a small farm can generate. "A small farm—only a couple hundred acres—takes at least 100 pages of paperwork—and now we can store most of that digitally and have our clients sign documents digitally. While we're providing the same service my grandparents did, it's a different world in terms of how we are doing business."

Ryan continues, "There are only about twelve crop insurance companies that compete technology-wise. Most are old school with lots of paper, maps, etc. We've got all this information at our fingertips right on our laptops, so we can be out in the field, calling up the data and working with the farmers to make the decisions that are right for them."

Staying productive across the county or the country

Vision Computer Solutions helps Ryan and his team stay productive. "We went with Vision Computer Solutions because they are proactive. Often, they've addressed an issue before we even notice it, so we can continue to help exceed our customers' expectations and stay up and mobile," says Ryan.

Mike Johnson, the Network Operations Manager at Vision Computer Solutions says, "Intel Core vPro processor-based desktops and 2 in 1s allow our techs to focus on helping more customers at once—and we can support our customers without disturbing their efficiency because we are continually monitoring systems and addressing issues before they become a problem."

Data stays safe, which builds customer trust

Computers with the latest Intel Core vPro processors and Windows® 10 Pro help keep customer data safe, with security built right into the hardware.

"We've got compliance regulations we must meet. When my grandparents started the business, they had stacks of paperwork, and now we have 550 clients and it's only three file cabinets' worth of paper because we can store everything digitally on our computers," says Ryan.

Real mobility lets the team build customer relationships

In today's business environment, seamless customer experiences are what close a sale and also keep customers coming back. Ryan and his team know that their business is built on relationships, but that technology influences these relationships.

"I might be out with a farmer and he'll say, 'What did I plant in 2012?' Before it was a struggle to call up that information, but our computers help us out with that. Now I can just swipe right to the customer and there's all his data.

"Farmers value face-to-face interaction. When our technology is running smoothly, I can call on more customers and be assured that when I'm there, I don't have to spread out a bunch of maps and paperwork on the hood of my truck. I've got all the information I need right at my fingertips."